

Rep Order# 9808622 Ver# 1 Status New
EC'd No

Traffic Order#

Printed: 09/04/2012 9:49 AM
Last Received: 08/30/2012 11:15 AM
Showing Buylines: All Lines

1 of 2

Station WWSB-TV SARASOTA, FL
Advertiser () POLITICAL
Product ED BRODSKY
Estimate# 389
Buyer STEPHANIE KOHLBAUER
Phone#
Fax#

Agency () MENTZER MEDIA SERVICES
600 FARMOUNT AVE, SUITE 306
TOWSON, MD 21286
Agency C/P1/P2/E //389
Flight Dates 10/30/2012 - 11/06/2012
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () BRAD PHILLIPS
Salesperson Phone# 202-955-5342
Salesperson FAX# 202-955-5348

--- CONTRACT COMMENT ---

ED BRODSKY FOR STATE ATTORNEY *****NONDISCRIMINATION***** PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

--- REMARKS ---

NEW ED BRODSKY ORDER
PLEASE CNFM, THANKS

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	1	TU-F	6A-7A	NEWS	:30	\$175.00	10/30-11/02	2	1	2	\$350.00	
	2	TU-F	12P-1P	NEWS	:30	\$85.00	10/30-11/02	2	1	2	\$170.00	
	3	TU-F	5P-530P	NEWS	:30	\$225.00	10/30-11/02	2	1	2	\$450.00	
	4	TU-F	530P-6P	NEWS	:30	\$300.00	10/30-11/02	2	1	2	\$600.00	
	5	TU-F	6P-630P	NEWS	:30	\$550.00	10/30-11/02	2	1	2	\$1,100.00	
	6	TU-F	530A-6A	NEWS	:30	\$150.00	10/30-11/02	2	1	2	\$300.00	
	7	TU-SU	11P-1135P	NEWS	:30	\$425.00	10/30-11/04	2	1	2	\$850.00	
	8	M-TU	6A-7A	NEWS	:30	\$175.00	11/05-11/06	1	1	1	\$175.00	
	9	M	12P-1P	NEWS	:30	\$85.00	11/05-11/05	1	1	1	\$85.00	
	10	M	5P-530P	NEWS	:30	\$225.00	11/05-11/05	1	1	1	\$225.00	

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LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	11	M	530P-6P	NEWS	:30	\$300.00	11/05-11/05	1	1	1	\$300.00	
	12	M	6P-630P	NEWS	:30	\$550.00	11/05-11/05	1	1	1	\$550.00	
	13	M	530A-6A	NEWS	:30	\$150.00	11/05-11/05	1	1	1	\$150.00	
	14	M	11P-1135P	NEWS	:30	\$425.00	11/05-11/05	1	1	1	\$425.00	

---REPORT TOTALS---

Report Totals: 21 / \$5,730.00

---SALES MONTHLY TOTALS---

Nov 12: 21 / \$5,730.00

Sales Totals: 21 / \$5,730.00

Station Totals: 21 / \$5,730.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$5,730	CABL 0%	UNKN 0%	WBSV 0%	WFLA 0%	WFTS 0%
		WTOG 0%	WTSP 0%	WTTA 0%	WTVT 0%	WWSB 100%

Books null
Demos RA35+

CONTRACT



WWSB
1477 Tenth Street
Sarasota, FL 34236
(941)552-0777

www.wwsb.tv

And:

MENTZER MEDIA SERVICES
600 FAIRMOUNT AVE
SUITE 306
TOWSON, MD 21286

<u>Contract / Revision</u> 31689 /		<u>Alt. Order #</u> 09808622
<u>Product</u> 389/ED BRODSKY		
<u>Contract Dates</u> 10/30/12 - 11/06/12		<u>Est. #</u> 389
<u>Advertiser</u> ED BRODSKY		<u>Original Date / Revision</u> 09/05/12 / 09/05/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> WWSB	<u>Account Executive</u> BRAD PHILLIPS	<u>Sales Office</u> Washington DC
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
<u>IDB#</u> 8021	<u>Advertiser Code</u>	<u>Product Code</u>
<u>Agency Ref</u>		<u>Advertiser Ref</u>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 1	7	10/30/12	11/02/12	ABC 7 Sunrise News @	6a-7a		:30			NM	2	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-TWTF--				2	\$175.00			
N 2	7	10/30/12	11/02/12	ABC 7 News at Noon	12-1p		:30			NM	2	\$170.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-TWTF--				2	\$85.00			
N 3	7	10/30/12	11/02/12	ABC 7 News at 5p	5-530p		:30			NM	2	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-TWTF--				2	\$225.00			
N 4	7	10/30/12	11/02/12	ABC 7 News at 530p	530-6p		:30			NM	2	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-TWTF--				2	\$300.00			
N 5	7	10/30/12	11/02/12	ABC 7 News at 6p	6-630p		:30			NM	2	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-TWTF--				2	\$550.00			
N 6	7	10/30/12	11/02/12	ABC 7 Sunrise @ 530a	530a-6a		:30			NM	2	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-TWTF--				2	\$150.00			
N 7	7	10/30/12	11/04/12	M-Sun ABC 7 News at	M-F 11-1135p / Sa		:30			NM	2	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-TWTFSS				2	\$425.00			
N 8	7	11/05/12	11/06/12	ABC 7 Sunrise News @	6a-7a		:30			NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/05/12	11/11/12	MT-----				1	\$175.00			
N 9	7	11/05/12	11/05/12	ABC 7 News at Noon	12-1p		:30			NM	1	\$85.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/05/12	11/11/12	M-----				1	\$85.00			
N 10	7	11/05/12	11/05/12	ABC 7 News at 5p	5-530p		:30			NM	1	\$225.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/05/12	11/11/12	M-----				1	\$225.00			
N 11	7	11/05/12	11/05/12	ABC 7 News at 530p	530-6p		:30			NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/05/12	11/11/12	M-----				1	\$300.00			
N 12	7	11/05/12	11/05/12	ABC 7 News at 6p	6-630p		:30			NM	1	\$550.00

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.



WWSB
1477 Tenth Street
Sarasota, FL 34236
(941)552-0777

<u>Contract / Revision</u> 31689 /		<u>Alt. Order #</u> 09808622
<u>Contract Dates</u> 10/30/12 - 11/06/12	<u>Product</u> 389/ED BRODSKY	<u>Est. #</u> 389
<u>Advertiser</u> ED BRODSKY		<u>Original Date / Revision</u> 09/05/12 / 09/05/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Totals SpotsAmount	
											1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/05/12	11/11/12	M-----				1	\$550.00			
N 13	7	11/05/12	11/05/12	ABC 7 Sunrise @ 530a	530a-6a		:30			NM	1	\$150.00
											1	\$425.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/05/12	11/11/12	M-----				1	\$150.00			
N 14	7	11/05/12	11/05/12	M-Sun ABC 7 News at	M-F 11-1135p / Sa		:30			NM	1	\$425.00
											1	\$425.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/05/12	11/11/12	M-----				1	\$425.00			
Totals											21	\$5,730.00

Time Period	# of Spots	Gross Amount	Net Amount
10/29/12 - 11/06/12	21	\$5,730.00	\$4,870.50
Totals	21	\$5,730.00	\$4,870.50

Signature: _____ Date: _____

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